

MCD Project Guiding Principles

1. Relativity counts. The methodology must produce results that inform stewards about the relative cost impacts of the materials they supply into the marketplace.

2. All designated materials count. All designated materials of the packaging and printed paper programs should be considered when measuring cost impacts even when those materials are supplied and/or managed in small quantities because all materials are constituents of the recycling system.

3. All material characteristics count. When differentiating the cost impacts of one material as compared to another, all of a material's characteristics that can reasonably be measured, should be measured because each material's characteristics can impact costs in different ways

4. All activities count. All activities necessary to prepare the material to be repurposed should be considered because the intention is that all materials supplied into the market should be repurposed.

5. Value counts. Commodity value attributed to a material must be consistent with the decisions applied when differentiating cost impacts.

6. System design and operations count. The Material Cost Differentiation Methodology should be rooted in measurable recycling system activities, resource usage and cost drivers

7. Emerging trends count. The Material Cost Differentiation Methodology will consider evolving recycling technologies and practices to ensure that the most current material management techniques inform measurements of cost impacts.

8. The material mix counts. The composition within material categories may differ according to the scope of each program and needs to be considered because such differences may result in different impacts on cost.